



November is here. We are already in the middle of the month. This month brings the onset of the Holiday Shopping Season and the Christmas Holidays. Is everyone ready for the cold and snow? It will be here before we know it. Does anyone know how many shopping days til Christmas?????



Happy 228th Birthday to the United States Marine Corps who celebrated on November 10th. Hats off for your outstanding service and your commitment to our goal of American Freedom.



On November 11th, we celebrated Veteran's Day. I know everyone took time to pause, reflect, and thank those who have served our country. While military conflicts are never easy to accept, neither are the denial of basic human rights. Whatever your opinions or beliefs, respect and honor those who are answering the call to serve their country.



**HAPPY
HOLIDAYS**



December's Upcoming Events

Hanukkah	Army Navy Game Christmas	Pearl Harbor Day New Year's Eve
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DeCA Customers Are Enjoying National Promotions

- Northwest Pear Bureau Oct 15 through Dec 29, 2003

Military Media Features:

- Oct 30 - Nov 12 - Empire Onions
- Nov 13 - Dec 3 - Fall Glow Tangerines
- Dec 4 - Dec 17- USA Pears



Featured Item of the Month - Sweet Potatoes



Avoid sweet potatoes with bruises, soft spots, or signs of decay. Good quality sweet potatoes should be firm and well-shaped with clean, smooth skins. Sweet potatoes are often called yams; however, the two are actually different vegetables. The yam is a starchy, edible root that originates in West Africa and Asia. Sweet potatoes have origins in tropical America.

True yams are imported in the U.S. on a very limited basis from the Caribbean. However, over the years, the produce and grocery industries

have used the word 'yam' to describe sweet potatoes with vivid orange color and sweet, moist flesh. The U.S. Department of Agriculture requires that all sweet potatoes labeled as 'yams' must also carry a 'sweet potato' label. Serving tips - Sweet potatoes must be cooked. They may be boiled, baked, or sauteed and served alone as a side dish. Sweet potatoes may be used as an ingredient in casseroles, soups, and stews, as well as in baked goods such as breads, pies, and muffins.



MUST READ - WHAT'S HOT - WHAT'S NOT!!

	<u>PRODUCE MARKET UPDATE</u>			
<u>ITEM</u>	<u>SUPPLY</u>	<u>QUALITY</u>	<u>MARKET</u>	<u>STATE</u>
Beans, Green	Good	Good	Lower	GA/FL
Cabbage, Green	Good	Good	Lower	GA/NC
Cucumbers, Super Selects	Good	Good	Higher	FL
Corn, Yellow, White, Bicolor	Good	Good	Higher	GA/FL
Onions, Yellow jumbos, red jumbos	Good	Good	Higher	CO/NY
Green Bell Peppers	Good	Good	Higher	GA
Potatoes, Baking	Fair	Good	Steady	CO/WI
White potatoes	Good	Good	Steady	DE/NY/ME
Sweet Potatoes	Good	Good	Steady	NC
Sweet Potatoes	Good	Good	Lower	LA
Squash, Zucchini	Good	Good	Higher	GA/FL
Tomatoes	Good	Good	Higher	FL
Eastern Apples (Red, Gold, Gala, MacIntosh)	Good	Good	Steadu	NC/VA/NY
Navels	Good	Good	Steady	FL
Red Grapefruit	Good	Good	Steady	FL
Tangerines	Good	Good	Steady	FL
Asparagus	Good	Good	Strong	CA/MX
Artichokes	Good	Good	Strong	CA
Broccoli Crowns	Good	Good to exc	Strong	CA
Cauliflower	Good	Exc to good	Steady	CA
Celery and Celery Hearts	Good	Good	Strong	CA
Iceberg Lettuce	Good	Good to Fair	Higher	CA



DID YOU KNOW ?????

- ★ Representatives from **PMO Wicomico** were invited to attend the Annual Fall Child Nutrition Conference recently held in Asheville, NC. A scheduled meeting was held with the 28 counties that are participating in the Fair Share Initiative. Discussions were held concerning the results of the program thus far. One of the positive changes enables each county to increase their orders up to a month in advance of delivery. All counties are extremely pleased with the Fair Share Program. One county is so pleased they have decided to come on board with the regular DoD School Lunch Program.
- ★ In an effort to accommodate DeCA's increased needs for sweet potatoes during the Thanksgiving period the **PMO Pulaski** initiated a one time consolidated purchase of Israeli sweet potatoes totaling 46,000 pounds at a very lucrative price of € .46 per pound. The product was delivered to DeCA's Central Distribution Facility (KCS) on November 4th and will go into distribution to all DeCA stores throughout Europe and beyond on November 6th. Open market wholesale prices for sweet potatoes are currently about 50% higher and consumers will therefore truly benefit from this special distribution.
- ★ The USS Kitty Hawk gave DSCP Guam short notice on FF&V requirements. **DSO San Francisco** arranged an emergency airlift to ship 15,000 pounds of fresh produce to Guam. Additional produce was used from the weekly surface shipment and local sources. Quality was reported to be "perfect." Fill rate was 100%.
- ★ To Kick –off the Northwest Pear Promotion, **PBO Hawaii** coordinated in store demonstrations for all DeCA stores; the Pearl Harbor Commissary, Hickam Commissary, Kaneohe Commissary, Schofield Commissary and Barbers Point Commissary. All stores reported an increase of sales during this pay day weekend.

Please feel free to provide your comments directly to me at
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*Remember, as Kevin Spacey said in his movie K-PAX,
Our customers should always be able to say:*

“THE PRODUCE WAS WORTH THE TRIP !!”